

PHILIP MORRIS U.S.A.  
INTER - OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

OFFICE Dallas Texas

*File with PPP  
for 3rd Cycle*

To: Mr. J. P. Jeb Lee

Date: May 25, 1970

From: N. D. Cain

Subject: Product Promotion Plan - March 23rd - May 8th, 1970

Dear John Paul:

As per our recent product promotion plan that was concluded May 28th, feel that the sales program designed for the third sales cycle for 1970 was good and that the region has as a whole accomplished the desired results expected of us during this period.

The Bridge Set incentive item was excellent and actually created more interest from all segments of the trade than any other incentive item.

It is regretful that the truckers strike diluted the effectiveness of the subject promotion as you are aware since you were in the territory. We had to postpone several of our accounts in regard to this promotion.

From my personal field observation and evaluations of reports, I am sure that our efforts on behalf of Multifilter benefited this brand considerably. All former packings of Multifilter have been depleted from the warehouses and retail outlets with the exception of Multifilter Menthol, however, our inventory is not too high in any of these outlets and I anticipate any particular problem here.

You will note attached hereto, our regional recaps broken down by Sections with a total indicating the regional results.

Very truly yours,



N. D. Cain

NDC:gw  
Attachment

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